

That good ole barefoot feeling

by Sandra Miller
Feature Writer

When you first put them on, you might think you've got your feet on backwards. And, for a while, they feel just as different as they look. But then something starts to happen, and all of a sudden you don't want to take them off. Ever.

They go by the name of Earth Shoes, and aside from their natural, muted colors and healthy leather, the most earthy thing about them is that they recreate the original way of walking, the way it was done before the days of platform soles and chiropractors.

The secret of Earth Shoes is in a special kind of construction which allows the body's weight to rest primarily on the heels, below toe level. The effect on your posture and your aching back, promises the Earth Shoe brochure, is the same as if you were walking barefoot in the sand or across an open field.

There are a few tales of miracle cures, but most reports testify to less dramatic, but significant results, such as improved posture, respiration and circulation. But the best benefit by far is that Earth Shoes just feel good.

From an initial one-man operation in Copenhagen 13 years ago, the Earth Shoes venture has mushroomed into a booming international business. An American traveler's discovery of the Danish-made shoes led to the debut of a Manhattan Earth Shoes store 10 years ago. Meanwhile, boosted by publicity in the *Whole Earth Catalog*, 33 additional shops have opened in the United States to accommodate the growing Earth Shoes mania.

One of these newer stores sits atop a red, white and blue metal fire escape leading up



Earth Shoe and its mirror image

Staff photo by Alan Geer

from Franklin Street. Inside, seated on a wooden bench against a backdrop of hothouse window greenery, Joey Sinreich, co-owner with his wife Sherrie of the Chapel Hill shop, commented on the Earth Shoes he sells.

"Most people love them," he reported. "It almost makes me feel like I'm doing a public service."

Are the strange new shoes just another craze, like spike heels and platforms?

"They don't have the qualities that a fad usually has—that is, the exploitation of some current style," Sinreich said. "They buck the current styles."

Another clue that implies the new shoes are being absorbed into the steady mainstream of American life is that the

Chapel Hill store now has a license with the post office which allows postal employees to choose their own pair of Earth Shoes and sign them off as a uniform item.

In a competitive bracket with top-name footwear, Earth Shoes now carry sales tags ranging from \$23.50 for sandals to \$42.50 for hiking boots, keeping them well within the luxury category for most dollar-conscious university students.

Yet the cost of the shoes doesn't seem to be keeping people from buying. Many customers gratefully rationalize the high cost of the shoes against durability records of up to three years of average wear.

"Lots of people come in and try the shoes, know that they want them and then come back in a couple of months after they've saved the money," Sinreich said.

Noting that most buyers eventually return with a friend, he added, "People with the shoes are our best ads."

What if everyone in Chapel Hill ended up having Earth Shoes? "Some people ask me that," Sinreich said. "I'd be perfectly satisfied. I'd just close up shop and go home."

Even if the Earth Shoes revolution reaches this point, it seems unlikely that the Sinreichs will be able to leave town as long as happy customers keep writing and stopping by with glowing reports of better health and real comfort. Some people have even discovered the original, barefoot way of walking is fun.

"I just want to thank you so very much for making my feet happy," wrote one Earth Shoes enthusiast. "They've complained ever since they were born, and today they smiled."

Taster's Choice

Speakers

Gloria Steinem. Sold out. Tonight at 8 in Memorial Hall. Tickets on sale for \$1 at the Union Desk.

Jane Fonda. 4 p.m. Friday in Memorial Hall. Tickets, 50 cents, available at Union desk.

Cinema

"Ash Wednesday." Carolina Theatre. Liz gets a facelift. Terrible. 1:23, 3:22, 5:15, 7:07 & 8:32. Ends today. Late show: Friday and Saturday, "The Beguiled." Sunday, "The Man Who Loved Cat Dancing." All shows at 11:15. \$1.50.

"House of Seven Corpses." Varsity Theatre. Ends today. Another trashy horror film. 1, 3, 5, 7 & 9. Late show: "Rosemary's Baby." Friday and Saturday at 11:15. \$1.50.

"The Long Goodbye." Plaza I. Robert Altman's private eye film. One of the year's best. 2:30, 4:40, 6:50 & 9:30. Ends today.

"The Paper Chase." Plaza II. Highly satisfying film about law school that is outstanding in its examination of a student-teacher relationship. Good performances. A brilliant, truly great one from John Houseman. 2:45, 4:55, 7:05 & 9:15. \$2. Ends Thursday, Feb. 14.

"Sleeper." Plaza III. Woody Allen's latest comedy, set 200 years in the future. Very funny, and though it lacks some of the delirious brilliance of "Sex," it is his smoothest, best-paced film. 3:30, 5:30, 7:30 & 9:30. \$2. Ends Thursday, Feb. 14.

Chapel Hill Film Friends: "Summer skin." A perverse study of love and death from Leopold Torre Nilsson and Beatriz Guido, the director and writer of *End of Innocence*. Friday at 9:30. Saturday at 11:30 in Carroll Hall. \$1.50.

Alternative Cinema: "The Merchant of Four Seasons." A German film directed by Rainer Werner Fassbinder, an exceptionally gifted young talent. This is a most unusual brilliantly original story of the decline and fall of a fruit peddler. Friday at 7, Saturday at 2, 4:30, 7 & 9:30 in Carroll Hall.

Free Films: Friday, "Georgia, Georgia." Black film did not get very good reviews, but Diana Sands was a talented actress and should be worth seeing. Saturday, "Le Bonheur." Film by Agnes Varda, considered a class of cool precision. Sunday, "The Effect of Gamma Rays on Man-in-the-Moon Marigolds." Super Sunday, by subscription only. Very fine American film. A half-crazy woman and her two daughters. Good writing and direction, excellent acting. All films at 6:30 & 9 in the Great Hall.

"When the People Awake, Chile 1972/1973." Sponsored by Bread & Roses. Sunday and Monday at 7:30 in 111 Murphey. Thursday, Feb. 14 at 11 a.m. in Carroll Hall. Admission free but donations requested.

Theatre

UNC Reader's Theatre in cooperation with the Carolina Union will present an adaptation of "The Hobbit" by J.R. Tolkien. Today at 8 p.m. in Deep Jonah.

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Concerts

Thursday Evening series. Tom Warburton, piano. Tonight at 8 in Hill Hall. Free to the public.

Kris Kristofferson and Waylon Jennings. Friday, February 15 at 8 p.m. in Dorton Arena, Raleigh. Reserved seat tickets, \$5 and \$6, available at all area Record Bars.

Seals and Croft. Sunday, Feb. 17 at 8 p.m. in Cameron Indoor Stadium, Duke. Tickets on sale at the Record Bar for \$4.50 and \$5.50.

The Department of Music at Duke presents Michael Campbell, pianist, in a guest recital Sunday at 8:15 in the East Duke Music Room. Admission is free.

John Ogdon, British pianist, will appear with the North Carolina Symphony on Friday, Feb. 15 at 8:15 p.m. in Memorial Hall. Admission free to UNC students.

Auditions for "Dylan," by Sydney Michaels, Laboratory Theatre production. Friday at 4 in 211 Graham Memorial. Saturday at 3 in 203 Graham Memorial. Directed by A. Aaron Witt

Friday at 8:15 in Memorial Hall. Admission free to UNC students.

Nightlife

Town Hall. Tonight, Weeds. Friday and Saturday, Mike Greer.

Cat's Cradle. Tonight, Bluegrass Experience. Friday and Saturday, Roger Salloom, country music from Nashville.

Dianne Gooch, Carol Ponder and Bruce Wolff will present a variety of ballads, folk songs and popular music in connection with the Women's Festival. Saturday from 9 to 11 p.m. in Deep Jonah. Admission free.

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CELLAR DOOR

The Undergraduate Magazine is now accepting manuscripts until March 1.

Guidelines are available at Union Desk.

Interviews for staff positions and Editor also being held. MON-FRI 4 to 5:30 p.m. SIGN UP AT UNION DESK

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1968 Ford Mustang Hardtop—8 cylinder—straight shift—Stato auto—padded seats prior to 15 February—Contact P.W. Schoeder, 01 Steele, 933-1308 for further information.

IVC stereo receiver, turntable and speakers with warranty, \$250; also Soundesign receiver, 8-track player, BGR turntable and speakers with 15 free tapes. \$2001 923-5838.

RUGBY SHIRTS, in order, from England, substantial savings on present inflated American prices. Large colour range available. (Call: 933-8755).

For Sale Pioneer SX-928 receiver. One year old. Still under warranty. Will take best offer over \$225.00. Retails new for \$339.95. Call Clayton at 933-3613.

900 RECENT LPs FOR SALE. \$0.99-\$2.00. All types. Wed. Feb. 6th through Sat. Feb. 9th. 12-6 p.m. TOWN HALL near Coffee Shop, Beatties, Stokes.

FORD MUSTANG 1968 V-8 blue hard-top decent condition; must sell; good mileage; best offer above \$500.00. Call 929-4888 or come to 104 James Street Carrboro.

For Sale 1964 Chevy Van. Good mechanical condition. Six cylinder engine. Call 942-7827 after 9:00.

Sensel 2000X Stereo Receiver; Fisher Royal SA Speakers. Must sell, will take best offer. 942-7014.

35 mm Pentax Spomatic II, f1.4. Mint, still under warranty. \$215. SMC Takumar 135 mm lens f2.5, \$110. Stan Blumast—933-7291 or 929-7282.

For Sale: One pair Fisher 102 Speakers; cost \$180 together new; will sell at \$95 for the pair now; call Hirosh at 968-9071 or 968-9073.

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